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September 25, 2009

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FCC Mail Room

Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
c/o Natek, Inc., Inc.  
236 Massachusetts Avenue, N.E.  
Suite 110  
Washington, DC 20002

Dear Ms. Dortch:

Pursuant to the regulations for ex-parte communication with the FCC, we enclose 2 hard copies of the documents prepared for our discussion with Commissioner Mignon Clyburn and Legal Advisor Rick Kaplan in Philadelphia on September 24 at 5:15 pm. This topic of the meeting was broadband adoption policy related to proceeding #09-51.

Please do not hesitate to contact me should any additional information be required.

Thank you.

A handwritten signature in cursive script, appearing to read "Greg Goldman", followed by a horizontal line.

Greg H. Goldman  
CEO

Cc: Rick Kaplan

No. of Copies rec'd 0  
List ABCDE

## DIG's TechPack

- TechPack addresses all relevant barriers to broadband adoption simultaneously
- Participants earn complete TechPacks via "sweat equity" model

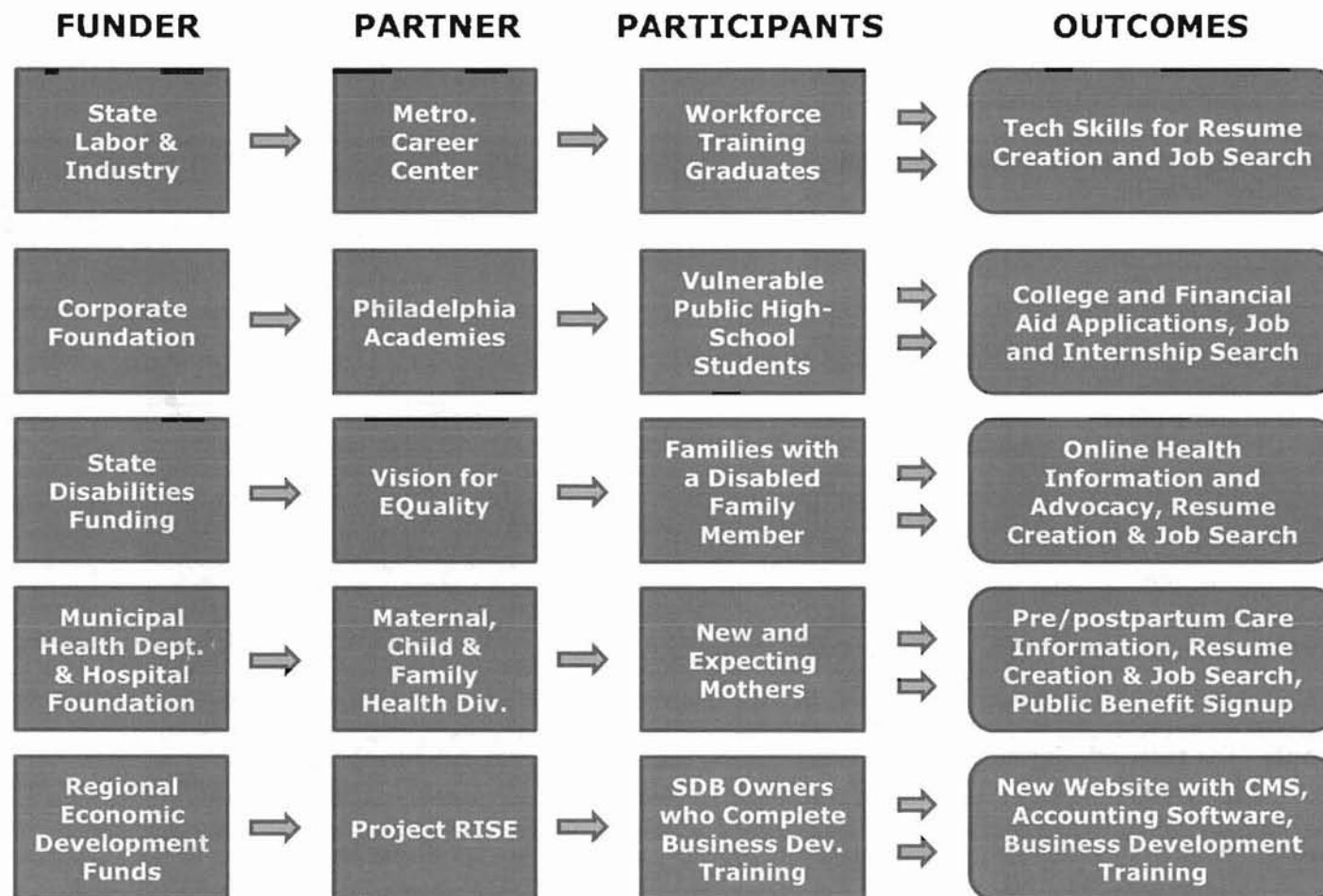
<b>Component:</b>	New Netbook
<b>Barrier:</b>	Hardware Cost
<b>Component:</b>	Netbook Setup & Software Installation
<b>Barrier:</b>	Inexperience, Intimidation Complexity & Cost
<b>Component:</b>	6 to 12 Months Broadband Service
<b>Barrier:</b>	Internet Service Cost & Serviceability
<b>Component:</b>	Basic PC, Email and Internet Training
<b>Barrier:</b>	Lack of Technology Literacy
<b>Component:</b>	Customized, Skill-Specific Training
<b>Barrier:</b>	Relevance
<b>Component:</b>	Population/Topic-Specific Content
<b>Barrier:</b>	Relevance
<b>Component:</b>	Ongoing, Local Customer and Technical Support
<b>Barrier:</b>	Unique Support Needs of First-Time Users

## Learning & Ongoing Usage by DIG Clients (n=92)

Activity	Out of those who cited this as a reason for participation...	
	...% who reported learning how to...	...% who reported ongoing use for this purpose
<b>Complete daily tasks (buying groceries, paying bills, etc.)</b>	70%	57%
<b>Keep in touch with family and friends via the computer</b>	81.1%	73.5%
<b>Research educational opportunities</b>	82.4%	68.1%
<b>Find and apply for jobs or internships</b>	86.3%	68.1%
<b>Help my children or family members with homework</b>	83.3%	68.8%
<b>Manage my business finances and track customers and inventory</b>	81.4%	50.0%
<b>Manage my personal finances</b>	75.6%	52.5%
<b>Find medical help or information</b>	81.0%	62.8%
<b>Search for child care services online</b>	81.0%	57.5%
<b>Shop online for products or services</b>	73.7%	52.8%
<b>Sign up for public benefits</b>	91.7%	44.1%

## DIG's BROADBAND ADOPTION METHODOLOGY

### *Integrating Adoption into Employment, Education and Health*



- DIG has served a total of 1,750 households in partnership with over 40 community partners
- The FCC's Adoption and Usage Team has tasked DIG with creating and leading a national Working Group to generate formal recommendations for measures of success in relation to broadband adoption by low-income communities
- The Adoption and Usage Team has also tasked DIG with creating a scalable policy and tactical implementation plan for adoption among low-income youth that would engage Internet Service Providers, hardware manufacturers and the education community.

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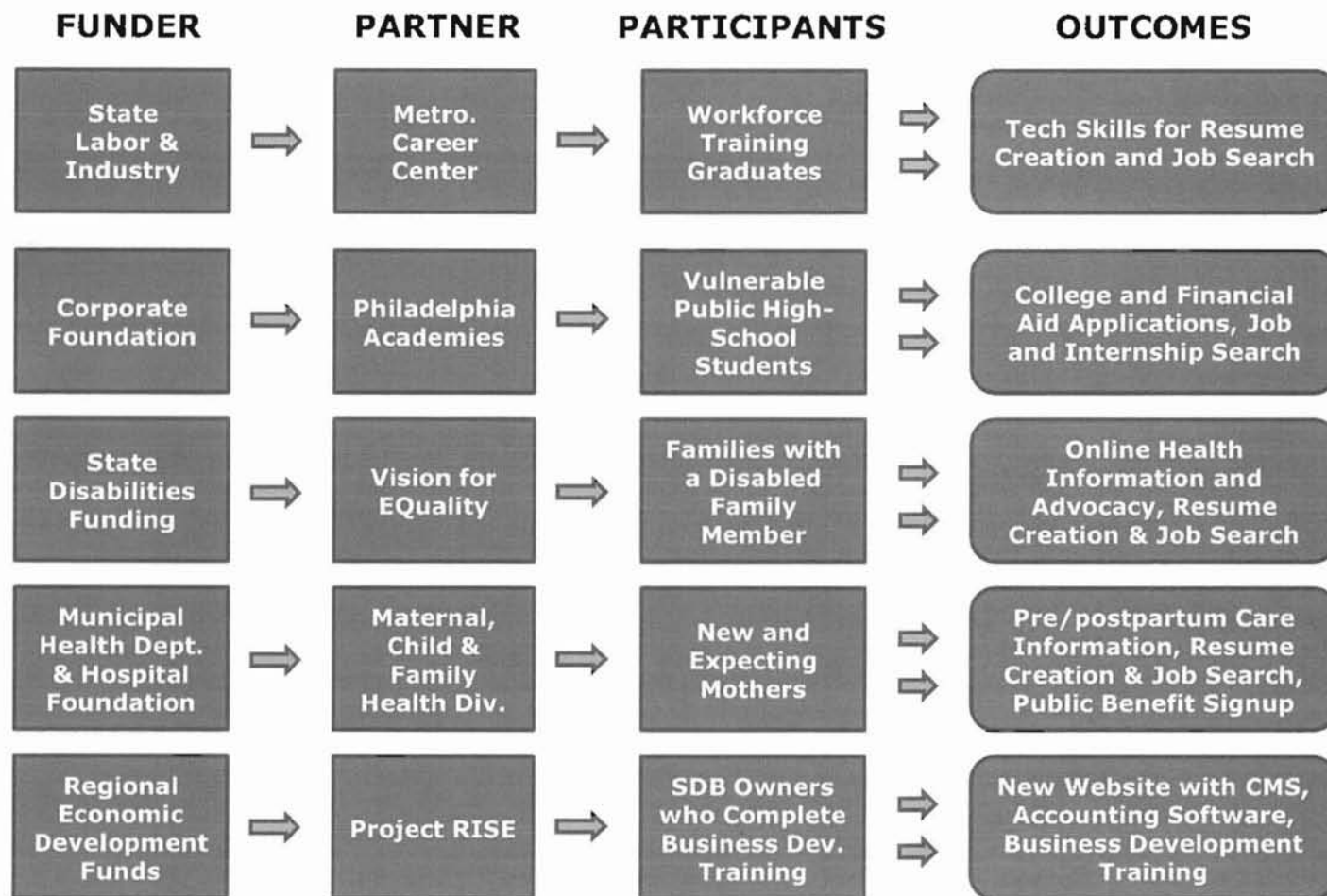
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